



USAID | MOLDOVA

FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: 72011724R00001

ISSUANCE DATE: November 28, 2023

CLOSING DATE/TIME: December 12, 2023 at
11:59 p.m. Chisinau Time

SUBJECT: Solicitation for a U.S. Personal Services Contractor (USPSC-LH) –
Development Outreach and Communications Specialist

Dear Prospective Offerors:

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking offers from qualified persons to provide personal services under contract as described in this solicitation.

Offers must be in accordance with **Attachment 1**, of this solicitation. Incomplete or unsigned offers will not be considered. Offerors should retain copies of all offer materials for their records.

USAID will evaluate all offerors based on the stated evaluation criteria. USAID encourages all individuals, including those from disadvantaged and under-represented groups, to respond to the solicitation.

This solicitation in no way obligates USAID to award a PSC contract, nor does it commit USAID to pay any cost incurred in the preparation and submission of the offer.

Any questions must be directed in writing to the Point of Contact specified in the Attachment 1.

Sincerely,

Matthew Corbin
Contracting Officer

I. GENERAL INFORMATION

- 1. SOLICITATION NO.:** 72011724R00001
- 2. ISSUANCE DATE:** November 28, 2023
- 3. CLOSING DATE/TIME FOR RECEIPT OF OFFERS:** December 12, 2023 at 11:59 p.m. Chisinau local time
- 4. POINT OF CONTACT:** Natalia Ciobanu, e-mail at chisinauhr@usaid.gov.
- 5. POSITION TITLE:** Development Outreach and Communications Specialist (resident-hire U.S. Personal Services Contractor)
- 6. MARKET VALUE:** \$ 49,028 - \$63,734 per year, equivalent to GS-09. Final compensation will be negotiated within the listed market value. USPSCs performing overseas are not entitled to Locality Pay.
- 7. PLACE OF PERFORMANCE:** Chisinau, Moldova. Overseas USPSCs may be authorized to telework or remote work only from a location within the country of performance, in accordance with Mission policy. Telework or remote work from outside the country of performance may only be authorized in certain situations in accordance with the terms and conditions of the contract. The position involves 20 percent travel, and the incumbent is expected to travel to worksites and other locations as/when requested.
- 8. PERIOD OF PERFORMANCE:** The period of performance will be 12 months, estimated to start o/a January 2024.
- 9. ELIGIBLE OFFERORS:** United States (U.S.) nationals. U.S. national (USN) means an individual who is a U.S. citizen, or a non-U.S. citizen lawfully admitted for permanent residence in the United States. Offerors must, at the time of contract award, reside in Moldova for reasons other than U.S. government or non-U.S. government employment, or under any contract or other arrangement, that provides repatriation to the U.S.; or be a spouse or dependent of a U.S. national who resides, or will reside, in Moldova for the purpose of U.S. government or non-U.S. government employment, or under any contract or other arrangement that provides repatriation to the U.S.
- 10. SECURITY LEVEL REQUIRED:** Facility Access.
- 11. STATEMENT OF DUTIES:**
 - 1. General Statement of Purpose of the Contract**

The Development Outreach and Communications Specialist (Events Coordinator) is in the USAID/Moldova Program Office (PRO), the Development Outreach and Communications (DOC) unit, and reports directly to the Senior DOC. The incumbent's primary contacts will be with the members of the DOC unit, with only occasional contact with the Mission's senior leadership, and the incumbent will coordinate closely with administrative-level staff in the Mission to support USAID/Moldova events. The primary purpose of the position is to work with the respective technical offices to plan, schedule and execute public events and activities; and support the development, monitoring, and improvement of Mission outreach tools including social and digital media. The incumbent will prepare schedules and briefing materials in collaboration with technical offices, participate in site visits, field trips, and media events. The incumbent will ensure inclusivity in communications and outreach, including diversity of accessibility and perspectives.

2. Statement of Duties to be Performed

1. Events Coordination and Planning (30%)

Working in close collaboration with administrative staff in the Mission's Executive Office and in technical offices, and following established guidelines and defined best practices, will plan and execute public events, including conferences, workshops, meetings, and other gatherings. Will administer office processes to ensure that the USAID/Moldova's programs and activities are communicated effectively to target audiences to build relationships with stakeholders, promote USAID/Moldova's work. Responsibilities will primarily involve following predetermined processes and checklists to ensure successful events.

- a. Work with program or activity staff to identify event goals and objectives and develop and manage event timelines.
- b. Liaise with IP administrative staff and Mission administrative assistants to ensure that all necessary arrangements are in place for each event.
- c. Coordinate with other members of the DOC unit to develop and implement marketing and promotion strategies for each event.
- d. In consultation with the Senior DOC, troubleshoot any problems that may arise during events.
- e. Maintain and distribute the event calendar for USAID/Moldova.
- f. Serve as the DOC unit's main point of contact for the procurement office on contracts with vendors and management of the vendor relationship.
- g. Draft press materials for events.
- h. Generate drafts and make recommendations regarding social media coverage of events.

2. Social Media Management (30%)

a. In collaboration with the Senior DOC and with the Mission's Digital Development Advisor, as appropriate, participate in the design, development, production and management of all Mission social media platforms and products. Make recommendations about the development of a social media strategy in line with the Mission's Country Development and Cooperation Strategy (CDCS) and Mission Communications Strategy that is tailored to specific platforms (Facebook, Instagram and other platforms as needed) to reach various audiences. Under the supervision of the Senior DOC, the incumbent administers social media outlets for USAID/Moldova, with responsibility for clearing all social media posting through the Senior DOC.

b. In collaboration with Communication's Assistant, maintains a weekly social media plan with draft posts and graphics.

c. Makes recommendations and provides support to the design and development of social media campaigns, including campaigns on specific development sectors, short term campaigns that coincide with international observances, campaigns that support foreign policy objectives, and others.

d. In collaboration with Communication's Assistant, drafts social media posts that are engaging and informative for USAID/Moldova's target audience.

e. Makes recommendations regarding impactful social media strategies campaigns, and posts to help achieve development objectives. Identifies social media opportunities to highlight mission activities. Monitors social media trending topics and alerts the Senior DOC as appropriate.

f. Supports the Senior DOC's responsibilities of coordinating and collaborating with E&E Bureau and LPA social media teams regarding the Mission's response to agency social media campaigns and initiatives. Makes recommendations to the Senior DOC about promoting Mission posts, videos, stories, etc. for Agency social media platforms and webpage, meeting all Agency requirements and standards.

g. Monitors USAID implementing partners' (IP) social media platforms, and makes recommendations to the Senior DOC concerning clear, consistent messaging; under the supervision of the Senior DOC, will provide occasional training in social media to Mission staff and implementing partners, as needed, to improve the effectiveness of social media.

3. Develop basic graphic design products (social media posts, pictograms, etc.) (20%)

- a. Supports the DOC team's efforts in graphic design and visual support for outreach and communications materials, including creation of infographics, designing esthetic "looks" of social media campaigns, and formatting key outreach materials.
- b. Develops presentations that are visually appealing and easy to follow.
- c. Supports PRO in data visualization and graphic design to prepare a wide variety of visual support for the Program Cycle, including formatting and creating PowerPoint presentations based on data and information provided by the PRO team.
- d. Makes recommendations regarding the design and implementation of strategic communications tools to communicate USAID/Moldova's mission and strategy to Moldova, U.S., or internal audiences.
- e. Creates, splices together, and formats simple videos for use on social media.

4. Supervisory Relationship:

The DCC reports directly to the Senior Development Outreach and Communications Specialist. S/he will work in close coordination with the other members of the DOC unit. The incumbent will operate under the oversight of the Supervisory DOC, with limited authority to make independent decisions regarding social media content or event planning.

5. Supervisory Controls:

None. This is not a supervisory position.

12. PHYSICAL DEMANDS

The work requested does not involve undue physical demands.

MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

Education: A Minimum of bachelor's degree in journalism, communications, international relations, development or other related fields.

Prior Work Experience: A minimum of two - three years of progressively responsible

professional-level experience in marketing, design or related field is required.

Post Entry Training: The Specialist will receive on-the-job training on established USAID

procedures, regulations, and policies governing USAID and USC interaction with the media, IPs, other USC agencies, etc. The DCC will attend USAID regional Development Outreach and Communications Workshops, subject to course offerings and the media is required.

Language and communication skills: The candidate must have excellent English oral and written communication skills; there is no requirement for local language proficiency.

EVALUATION AND SELECTION FACTORS

The Government may award a contract without discussions with offerors in accordance with [FAR 52.215-1](#). The CO reserves the right at any point in the evaluation process to establish a competitive range of offerors with whom negotiations will be conducted pursuant to [FAR 15.306\(c\)](#). In accordance with [FAR 52.215-1](#), if the CO determines that the number of offers that would otherwise be in the competitive range exceeds the number at which an efficient competition can be conducted, the CO may limit the number of offerors in the competitive range to the greatest number that will permit an efficient competition among the most highly rated offers. The FAR provisions referenced above are available at <https://www.acquisition.gov/browse/index/far>.

The technical evaluation committee may conduct reference checks, including references from individuals who have not been specifically identified by the offeror, and may do so before or after a candidate is interviewed.

To meet the basic eligibility requirements for this position the offeror must:

- Be a U.S. citizen or U.S. resident alien;
- Submit a complete application (Offer) as outlined in the Section IV;
- Be able to attain a security certificate for Facility Access;
- Be cleared medically to work in the U.S. Mission to Moldova.

After the closing date for receipt of applications, those that meet the minimum qualification requirements (Education and Experience) will be referred to a Technical Evaluation Committee (TEC). Applications from candidates who do not meet the minimum requirements will not be considered.

BASIS OF RATING

Applicants will be scored based on information provided in their application package outlining the quality of experience supporting the statement of duties and the following evaluation factors:

Knowledge: 50%

- Understanding of strategic communications principles, including audience analysis, message development, and communication planning to align with organizational goals.
- Knowledge of public relations strategies, including media relations, press release drafting, and building relationships with media outlets.
- Proficiency in planning, organizing, and executing events, including conferences, workshops, and meetings, considering logistics, timelines, and budget constraints.
- Familiarity with digital marketing tools and techniques, social media platforms, content creation, and engagement strategies to promote organizational objectives effectively.
- Ability to create compelling written and visual content for various platforms, including speeches, reports, presentations, and social media posts.
- Basic understanding of graphic design principles and tools to create engaging visual content, infographics, and presentations.
- Knowledge of stakeholder engagement practices, including strategies to build and maintain relationships with diverse stakeholders and target audiences.
- Basic understanding of data analysis techniques to interpret and present data effectively for communication purposes.

Skills and Abilities: 50%

- Excellent organizational and time-management skills to coordinate multiple events and tasks efficiently.
- Proficiency in social media management, content creation, and engagement strategies.
- Strong written and verbal communication skills to convey complex information in a clear and engaging manner.
- Graphic design proficiency using relevant software for creating visual content and presentations.
- Analytical skills to interpret data and identify key messages for communication materials.
- Collaboration and teamwork abilities to liaise effectively with various teams, stakeholders, and administrative staff.
- Adaptability and problem-solving skills to address challenges during event coordination and communication efforts.
- Understanding of outreach principles and strategies, including inclusivity in communication and outreach practices.

Reference Check

Pass/Fail

A "Fail" Reference Check would result from information regarding confirmed illegal or unethical activities or a preponderance of negative feedback from numerous references, e.g., not a single critical comment.

1. SUBMITTING AN OFFER

1. Eligible Offerors are required to complete and submit through email all the below documents in order to be considered for the position.
 - a. **Completed AID 309-2** (Offeror Information for Personal Services Contracts with Individuals) which can be retrieved here: <https://www.usaid.gov/forms/aid-309-2>.
 - b. **A cover letter** of no more than two (2) pages that provides an outline of how the Offeror's qualifications meet the evaluation and selection factors in section III (Knowledge, Skills and Abilities). Excess pages (beyond 2) will not be read or considered.
 - c. **A CV or standard résumé** of no more than four (4) pages with information emphasizing the required Knowledge, Skills and Abilities.
 - d. Names of **three (3) professional references**, including at least one current/former supervisor, that have knowledge of the offeror's ability to perform the duties set forth in the solicitation. This information may be included in the cover letter or resume/CV.
2. Offers must be received by the closing date and time specified in **Section I, item 3**, and submitted to the Point of Contact in **Section I, item 4**.
3. Offeror submission must clearly reference the Solicitation number on all offeror submitted documents.

Offerors who do not include all above required documents in their offer submission will not be considered for this position. Documents/offers received through links to Google Drive, Sky Drive, and/or any other private cloud computing database/websites **will not be considered**.

2. LIST OF REQUIRED FORMS PRIOR TO AWARD

The CO will provide instructions about how to complete and submit the following forms after an offeror is selected for the contract award:

1. Medical History and Examination Form/ Medical Clearance Update (DS-1843/DS-3057)
2. Questionnaire for Non-Sensitive Positions (SF-85)

Failure of the selected offeror to accurately complete and submit required documents in a timely manner may be grounds for the CO to rescind any conditional pre-contract salary offer letter and begin negotiations with the next most qualified/highest ranked offeror.

3. BENEFITS AND ALLOWANCES

As a matter of policy, and as appropriate, a resident-hire USPSC is normally authorized the following benefits and allowances:

1. BENEFITS:
 - (a) Employer's FICA Contribution
 - (b) Contribution toward Health and Life Insurance
 - (c) Pay Comparability Adjustment
 - (d) Eligibility for Worker's Compensation
 - (e) Leave and Holidays

2. ALLOWANCES (If Applicable):
Not applicable

4. TAXES

U.S. Personal Services Contractors are required to pay U.S. Federal Income Taxes, FICA, Medicare and applicable State Income Taxes.

5. USAID REGULATIONS, POLICIES AND CONTRACT CLAUSES PERTAINING TO PSCs

USAID regulations and policies governing USPSC awards are available at these sources:

1. **USAID Acquisition Regulation (AIDAR), Appendix D**, "Direct USAID Contracts With a U.S. Citizen or a U.S. Resident Alien for Personal Services Abroad," including **contract clause "General Provisions,"** available at <https://www.usaid.gov/ads/policy/300/aidar>

2. **Contract Cover Page** form **AID 309-1** available at <https://www.usaid.gov/forms>. Pricing by line item is to be determined upon contract award as described below:

LINE ITEMS

ITEM NO (A)	SUPPLIES/SERVICES (DESCRIPTION) (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
0001	Base Period - Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost - Product Service Code: <i>[e.g., R497]</i> - Accounting Info: <i>[insert one or more citation(s) from Phoenix/GLAAS]</i>	1	LOT	\$ TBD	\$TBD at Award after negotiations with Contractor

3. Acquisition & Assistance Policy Directives/Contract Information Bulletins (AAPDs/CIBs) for Personal Services Contracts with Individuals available at <http://www.usaid.gov/work-usaid/aapds-cibs>.

Personal Services Contracts

AAPD/CIB No.	Title/Issued Date	Subject Category
AAPD 22-02 (PDF 327 KB)	Telework and Remote Work Policy for U.S. Personal Services Contracts with Individuals – <i>July 13, 2022</i>	Personal Services Contracts
AAPD 21-05 (PDF 422K)	Revised and Expanded Fringe Benefits for USPSCs – <i>November 23, 2021</i> USPSC Paid Parental Leave Timekeeping/Payroll Process [41K PDF]	Personal Services Contracts
AAPD 21-01 (PDF 220K)	Applicability of FAR 4.21 to USAID Personal Services Contracts with Individuals Under the AIDAR Appendices D and J – <i>March 26, 2021</i>	Acquisition Management
AAPD 18-02	Revisions to Medevac Policies for USPSCs and TCNPSCs – February 16, 2022	Personal Services Contracts

AAPD/CIB No.	Title/Issued Date	Subject Category
Revision 2 (PDF 77K)		
AAPD 10-01 (PDF 47 kb)	Personal Services Contracts: Changes in USG Reimbursement Amounts for Health Insurance and Physical Exam Costs – 01/08/10	Personal Services Contracts
AAPD 06-10 (PDF 80 kb)	PSC Medical Expense Payment Responsibility – October 30, 2006	Personal Services Contracts
AAPD 06-08 (PDF 35 kb)	AIDAR, Appendices D and J: Using the Optional Schedule to Incrementally Fund Contracts – <i>JUNE 23, 2006</i>	Personal Services Contracts

4. Ethical Conduct. By the acceptance of a USAID personal services contract as an individual, the contractor will be acknowledging receipt of the “**Standards of Ethical Conduct for Employees of the Executive Branch**,” available from the U.S. Office of Government Ethics, in accordance with **General Provision 2** and **5 CFR 2635**. See <https://www.oge.gov/web/oge.nsf/OGE%20Regulations>.

5. PSC Ombudsman

The PSC Ombudsman serves as a resource for any Personal Services Contractor who has entered into a contract with the United States Agency for International Development and is available to provide clarity on their specific contract with the Agency. Please visit our page for additional information [Acquisition & Assistance Ombudsman | Basic Page | U.S. Agency for International Development \(usaid.gov\)](#)

The PSC Ombudsman may be contacted via: PSCOmbudsman@usaid.gov.

6. FAR Provisions Incorporated by Reference

52.204-27 PROHIBITION ON A BYTEDANCE COVERED APPLICATION [JUN 2023]